



State of Illinois
Department of Commerce and Economic Opportunity



*Helping Illinois' small
and medium-sized businesses
achieve export success — every
STEP of the way. Contact us
today and let us help you
succeed!*

ILLINOIS OFFICE OF
TRADE AND INVESTMENT

Illinois State Trade and Export Promotion Program

*ISTEP is supported
with grant funds
from the*

U.S. Small Business Administration



Your Small Business Resource

Illinois Companies Achieving Export Success

"The DCEO-OTT representatives were very helpful. The meetings that were arranged were very well thought-out and closely matched the opportunities I was looking for... The drivers and translators were professional and engaged. The quality of the meetings will likely enable A. Lucas and Sons to begin an export program. This is outside of what even I thought was possible for A. Lucas but after having the meetings, we realized the amount of potential."

A. Lucas and Sons – Peoria, Illinois

"Hannover Messe (Trade Show) was a tremendous success for Airfloat... We were able to gather valuable market intelligence for our European expansion plans and secure dozens of high-quality sales leads with companies throughout Western and Eastern Europe, and Southeast Asia. We received several serious offers from companies wanting to help distribute our equipment throughout Europe. We sincerely appreciate all the assistance provided by DCEO-OTT."

Airfloat, LLC – Decatur, Illinois

"DCEO-OTT and OTT's foreign offices have been invaluable in helping to enhance our reputation for both the domestic and international clients... In my estimation, there has been no finer government resource for my firm than DCEO-OTT and OTT's foreign offices... Companies that do not avail themselves to the services and opportunities that DCEO-OTT and OTT's foreign offices are wasting an immeasurable resource. This program is vital and essential to my firm's growth in the United States and Abroad."

Bancroft Architects and Engineers – Chicago, Illinois

"The assistance and support provided by DCEO-OTT and OTT's foreign trade offices both prior to and after our arrival in India has made this initial entry into the Indian market a success. Because we were able to attend this Medical Fair (Trade Show)... we were able to identify several important contacts with whom we have arranged following visits... We attribute much of our potential to succeed to the opportunities provided by this program..."

DxR Development Group – Carbondale, Illinois

"Through the STEP program, Lamboo has managed to double its export value, grow its business financially, generate brand awareness, create jobs, and double its capacity for expansion in the foreign markets. Lamboo has benefited in many ways from this program and will continue to work together with DCEO-OTT."

Lamboo Incorporated – Springfield, Illinois

"We anticipate much benefit from our participation in the show. We are looking to expand our presence in Canada and couldn't have done it without you. Great job by the entire team!"

RMH Foods, LLC – Morton, Illinois

To meet Governor Quinn's goal of doubling exports by the end of 2014, the Office of Trade and Investment (OTI) is eager to help Illinois' small and medium-sized businesses begin to export and create new markets for their products and services.

OTI's Illinois State Trade and Export Promotion (ISTEP) program, supported by both state and federal funding, provides Illinois businesses with both financial and technical assistance to raise the dollar value of their export sales.

The ISTEP program includes three options for Illinois' companies to grow their exports: group trade missions, individual foreign market sales missions, and assistance to achieve product compliance certifications. These programs help Illinois businesses engage with foreign buyers, agents, distributors and/or joint-venture partners.

Three options to help your business grow

Group Trade Missions

Group Trade Missions are available to a limited number of companies. Qualified businesses will receive:

- Financial assistance covering associated costs including: trade show booth fees, group ground transportation, matchmaking fees, interpreters, briefing materials, and assistance with travel logistics
- 25%, 50% or 75% travel cost reimbursement, not to exceed \$5,000 for travel per company
- Partial travel reimbursement for up to two company representatives, which includes economy class air fare and standard hotel room not to exceed the applicable rate established by the General Services Administration for federal agencies

Individual Foreign Market Sales Missions

Businesses outside of the sectors represented in the scheduled Group Trade Missions are encouraged to undertake an Individual Foreign Market Sales Mission. Qualified businesses will enjoy:

- Financial assistance for 25%, 50% or 75%, not to exceed \$7,500 toward approved program and travel costs
- Program costs can include Gold Key services such as matchmaking and trade show participation
- Partial travel reimbursement for only one Illinois company representative, which includes economy class air fare and standard hotel room not to exceed the applicable rate established by the General Services Administration for federal agencies

Product Compliance Certification

Financial assistance is available to help Illinois' small and medium-sized businesses obtain product compliance certifications services. Financial assistance is also available for measures taken to comply with other foreign regulations including agricultural products, ISO registration, and packing and recycling laws. Qualified participants will receive:

- 50% match of costs, not to exceed \$5,000 during the program year
- International Trade Administration's listing of certifications as provided on export.gov will be used as a guide

Is your business eligible?

Illinois businesses must meet the following criteria:

- In operation for at least one year with 500 employees or fewer
- Minimum of \$250,000 in annual revenue
- Demonstrate an understanding of the costs associated with exporting
- Export products and/or services must contain at least 51% USA and 25% Illinois content, or in the opinion of the OTI, the products and or services to be promoted substantially contribute to Illinois job creation/retention efforts
- OTI has determined the company has a sound strategy for exporting and is export ready

Group Trade Missions October 2013 – June 2014

For additional details on missions, please visit <http://exports.illinois.gov>

OCTOBER 2013 | LAGOS, NIGERIA
Medic West Africa Trade Show

MARCH 2014 | MUMBAI, INDIA
Medical Fair India 2014

OCTOBER 2013 | TEL AVIV, ISRAEL
**Water Technology and Environmental
Control (WATEC) Exhibition**

MARCH 2014 | ISTANBUL, TURKEY
WIN Automation 2014

NOVEMBER 2013 | JOHANNESBURG, SOUTH AFRICA
CHEMEXPO Africa Trade Show

MARCH 2014 | VANCOUVER, BRITISH COLUMBIA
Globe 2014 Conference & Trade Fair

NOVEMBER 2013 | DUSSELDORF, GERMANY
MEDICA Trade Fair 2013

APRIL 2014 | BEIJING/SHANGHAI, CHINA
**16th China International Nutrition and
Health Industry Expo**

JANUARY 2014 | DUBAI, UAE
Arab Health 2014

APRIL 2014 | SANTIAGO, CHILE
EXPOMIN 2014

JANUARY 2014 | TOKYO, JAPAN
Nano Tech 2014

MAY 2014 | TOKYO, JAPAN
Bio Tech 2014

FEBRUARY 2014 | BARCELONA, SPAIN
Mobile World Congress 2014

MARCH 2014 | TORONTO, CANADA
**Canadian Restaurant and Foodservices
Association Show (CRFA)**

MAY 2014 | HANNOVER, GERMANY
CeMAT 2014 Trade Fair

MARCH 2014 | GOA, INDIA
Coaltrans Conference

MAY 2014 | SAO PAULO, BRAZIL
Hospitalar 2014

MARCH 2014 | MONTERREY, MEXICO
Expo Manufactura

JUNE 2014 | SINGAPORE
Water Expo Singapore

MARCH 2014 | CHINA
Illinois Higher Education China Tour

JUNE 2014 | TANZANIA AND KENYA
**Dar Es Salaam International
Trade Fair 2014 and Matchmaking**

For further information contact OTI at 217/785-2709 or Becky.Schlouch@illinois.gov;
or find your nearest Illinois SBDC-International Trade Center at www.ilsbdc.biz